



Express

A Weekly Update for Mutual of Omaha's
Brokerage Sales Distribution

OCTOBER 29, 2025

Important Updates

[Understanding your Exposure with Telephone and Text Solicitations](#)

Keep yourself out of trouble by reviewing our quarterly reminder around telephone solicitations.

Life Insurance

[The Costs of Future Care Needs Can be Frightening](#)

Don't let your clients be scared of their potential future financial needs, take a look at the Long-Term Care rider option available on our IULs.

[Treat Their Future Right: The Reliable Security of Whole Life Insurance](#)

It's the perfect season to remind families that the best treats last a lifetime.

Long-Term Care

[Long-Term Care New Business \(LTC13 and LTC09M-CA\) Is Now Being Processed by Mutual of Omaha](#)

We're pleased to announce that, effective October 20, 2025, all LTC new business (LTC13 and LTC09M-CA) has officially transitioned in-house to Mutual of Omaha.

[The State of Long-Term Care: Key Trends Shaping 2025 and Beyond](#)

By understanding what's driving client decisions today, you can lead more meaningful conversations - and help families prepare with confidence.

Affordable Cancer Insurance to Support Your Clients When They Need It Most

Start the conversation today-and give your clients the confidence to face the future with the protection they deserve.

Reminder: Updated HIPAA Authorization Form for Critical Advantage

Stay informed: the revised HIPAA form for Critical Advantage is on the way and will be required for future submissions.

Mutual of Omaha Affiliate Companies: United of Omaha Life Insurance Company, United World Life Insurance Company, Omaha Insurance Company, Mutual of Omaha Medicare Advantage Company, and Omaha Health Insurance Company.

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